

## SOCIAL MEDIA:

(percentage increase in fans/likes since April, 2013)

- Facebook: (VisitGahanna): 160%
- Facebook: (CBJF): 130%
- Twitter (Visit Gahanna): 144%
- Twitter (CBJF): 150%
- Instagram (launched June, 2013): 1147%
- Pinterest (launched May, 2013): 154%
- DiscoverGahanna.com Blog (launched in October): 1,188 views

## CREEKSIDE BLUES & JAZZ FESTIVAL

- Record \$74,250 in partnership support raised
- 22 TV stories with Total Nielsen Audience of 760,668
- Total Calculated Ad Equivalency Value of TV coverage: \$20,528
- Total Calculated Publicity Value of TV coverage: \$61,581
- Collective Viewership of 1.4 million print impressions: 8,381,206
- Ad Equivalency Value of Print Impressions: \$79,285.80
- CBJF Volunteers: 378

- More than \$11,530 invested back into the Gahanna community through donations to service and non-profit organizations that provided volunteers for the event.
- \$56,603 infused into the Gahanna business community through projects and work related to the Festival
- 466 families provided food through MidOhio Food Bank donations

## HOLIDAY LIGHTS

- Sponsorship: \$37,850
- Produced and distributed 29,190 promotional flyers for Holiday Lights events
- Total Televised Story Count: 23
- Total Audience Estimate: 624,812
- Total Calculated Ad Value: \$18,003
- Number of Parade Entries: 61
- Character Breakfast Attendees: 493
- Runners in Healthy Holiday Fun Run: 97
- Holiday Lights Volunteers: 167



**GCVB STAFF**

Laurie Jadwin  
Executive Director  
Mary Szymkowiak  
Communications and Tourism Manager  
Susan Peters  
Business & Events Manager  
Pam Brown  
Operations Assistant  
Elizabeth Cohen  
Events Assistant

**2013 GCVB BOARD OF DIRECTORS**

**Board Officers**  
Michael Tamarin  
President, Rotelli's Italian Restaurant  
Kelley Foster  
Vice President, General Manager, SpringHill Suites  
and TownPlace Suites  
Bobbie Burba  
Treasurer, Gahanna Planning Commission

**Board Members**  
Brandi Braun  
Deputy Chief of Staff, Ohio Department of Commerce  
Rick Conover  
AFLAC, Gahanna Chamber of Commerce Board Representative  
Jeff Conklin  
Assistant Athletic Director, Gahanna Lincoln High School  
Tony Collins  
Director, Department of Parks & Recreation, City of Gahanna  
Amy Evans  
Director, Olde Gahanna Community Partnership  
Christy Evans  
Gahanna Historical Society  
Ryan Jolley  
Gahanna City Council Representative  
Anthony Jones  
Director, Department of Development, City of Gahanna  
Kari Kauffman  
Director of Tourism, Experience Columbus  
Ann Leak  
Senior Vice President, Benchmark Bank

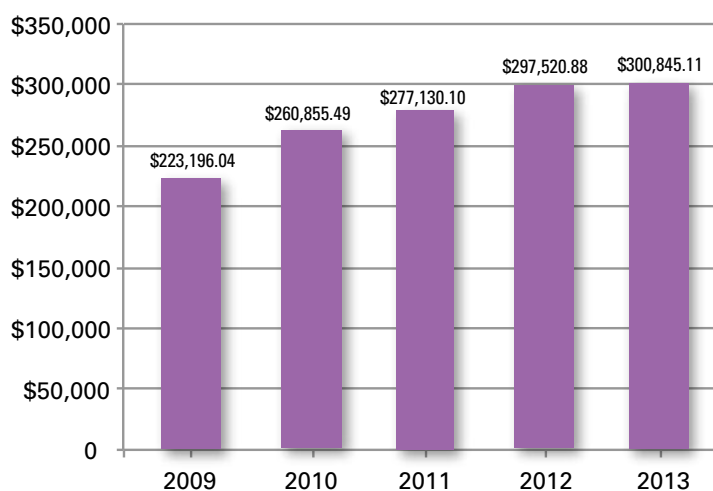


# 2013: A Year of Growth

GAHANNA CONVENTION & VISITORS BUREAU

visitgahanna.com

## 2009-2013 Gahanna CVB Lodging Tax Collections



## 2013 By The Numbers

- Visitor Inquiries: 13,851
- Madden Media Leads: 6,069
- Total leads (Group Tour):
  - "Ohio Has It" Cooperative: 289
  - Experience Columbus Group Tour Council: 319
  - Heartland Travel Showcase: 28
- \$27,006 spent in advertisements in tourism publications

## PRINT IMPRESSIONS:

- Overall Impressions Captured: 3.9 million
- Creekside Blues & Jazz Festival: 1.4 million
- Herbal Trail: 1.3 million
- Holiday Lights: 358,000



# 2013: A Year of Growth

## JANUARY

- Attends AAA Great Vacation Expo (Ohio Herb Center booking)
- Develops new website for Creekside Blues & Jazz Festival (CBJF)



## FEBRUARY

- Attends Heartland Travel Showcase with Experience Columbus
- Begins production of *2013 Official Visitors Guide*
- "Gahanna's Herbal Trail of Love" featured in *Columbus Dispatch*
- Creates 2012 Holiday Lights Highlights & Summary Report

## MARCH

- GCVB Sales Manager and Event Coordinator resign
- *2013 Official Visitors Guide* is completed
- Conducts fundraising related to support of 2013 CBJF
- State audit conducted; GCVB receives 100% passing
- Partners with Experience Columbus to market Gahanna in Visitor Guides



## MAY

- Launches social media marketing effort for Visit Gahanna and CBJF
- Partners with Irvin PR and intensifies promotional coverage for 2013 CBJF
- Hires new vendor for CBJF site after production delays; creeksidebluesandjazz.com designed, launched within three weeks
- Expands business partnerships and creates "Group Tour Experiences" to market to group tours

## APRIL

- GCVB staff = two part-time administrative assistants
- Creates annual report, "2012: A Year in Review"
- Holds 3rd Annual Meeting, 80+ stakeholders attend
- *2013 Official Visitors Guide* distributed regionally
- Mary Szymkowiak joins GCVB as Communications and Tourism Manager.



## JUNE

- Presents the 15th Anniversary of the CBJF, drawing 32K- 35K visitors
- Secures unprecedented media coverage for the CBJF and Gahanna, including broadcasts on all major networks
- Drives 42% increase in CBJF website visits via social media referrals and 60% spike in mobile access
- Partners with Gahanna Swim Meet to welcome 700+ attendees and families
- Works with SpringHill Suites to host visiting church groups



## JULY

- Susan Peters joins GCVB as Business and Events Manager.
- Works with PDG Communications and *Ohio Magazine* on annual Best Hometown nomination
- Joins American Bus Association and registers for 2014 ABA Marketplace

## AUGUST

- Gahanna named a "2014 BEST Hometown" by *Ohio Magazine*
- Laurie Jadwin is appointed Executive Director of the GCVB
- Staff members become Certified Tourism Ambassadors
- Creates new Herbal Trail experiences with Wyandotte Winery
- Engages Shepherd's Corner as a new Herbal Trail and group experience partner
- Partners with Gahanna Soccer Association in hosting regional tournament (350 attendees)

## SEPTEMBER

- Works with Ohio Herb Center to host Pennsylvania group tour
- Develops sponsorship brochure for 2013 Holiday Lights events and begins fundraising
- Creates new Group Tour Profile Sheet as 2013-14 sales tool



## OCTOBER

- Partners with sports organizer to host D3 tournament
- Attends Ohio Conference on Tourism
- Receives Ruby Award for 2012 "A Year in Review" Annual Report
- Earns Citation of Excellence for 2013 CBJF Social Media campaign
- Launches new blog: DiscoverGahanna.com
- Hosts *Ohio Magazine* senior writer during FAM tour

## DECEMBER

- Presents annual Holiday Character Breakfast
- Books four Group Tours for 2014
- Secures Herbal Trail partner feature on Jorgensen Farms in *Group Travel Leader*
- Partners with Marriott hotels on new American Girl/holiday shopping packages
- Partners with City to launch first-ever "Best Photo Contest"
- Ends year with significant increases across all of its social media platforms

## NOVEMBER

- Assumes responsibility for the Tree Lighting Ceremony and Winter Wonderland following failure of Issue 5
- Partners with *Ohio Magazine* to arrange special presentation to Mayor Stinchcomb during Tree Lighting Ceremony to commemorate Gahanna as a 2014 "Best Hometown"
- Presents Healthy Holiday Fun Run and Holiday Lights Parade.
- Launches inaugural Gingerbread House Contest; attracts 17 delectable entries
- Hosts Sports & Events Forum with 20+ area sports/event/hotel leaders
- Solicits RFPs for development of 2014-15 *Visitors Guide*
- Teams with Jorgensen Farms to create new herbal-themed Group Experiences
- Promotes new group experiences to multiple tour publications

